



The Community Counts Initiative 2020-2021 Participant Agreement

Beginning in fall 2020 and continuing throughout 2021, *The Community Counts Initiative* will support 10 NFCB stations in achieving organizational capacity goals by supporting stations' development of projects to strengthen their engagement, content and revenue strategies.

The Community Counts Initiative will:

- Feature an Orientation and Ending Seminar, eight online webinars and five small group meetings
- Provide you with support to develop and implement a comprehensive action plan; NFCB will offer ongoing assistance and support
- Create a problem-solving network with access to trainers and coaches who are experts in public media and nonprofit organizations
- Include station deep dives with NFCB staff to provide customized support and facilitate organization-wide engagement in the process, including meeting with governing boards
- NFCB will provide a \$6,000 stipend (distributed in December 2020) to support action plan implementation

As a participant, you must commit to the following:

Commitment:	Time Required:	Your Costs:
Submit a \$1,000 participation fee	<ul style="list-style-type: none"> ● Due October 30, 2020 	\$1,000
Attend Orientation and Ending Seminar (both participants from the station must attend)	Approximately 2-2.5 days each <ul style="list-style-type: none"> ● January 21, 22, 27, 28, 2021 ● October 17-20, 2021 	If the Ending Seminar is an in-person convening, NFCB will cover airfare, lodging, and most meals. Participants will need to pay some incidentals (e.g. snacks, taxi).
Participate in eight online webinars and five small group meetings (both participants from the station must attend)	1- 1.5 hours per webinar/meeting: <ul style="list-style-type: none"> ● December 16, 2020 ● January 13, 2021 ● February 17, 24, 2021 ● March 17, 22, 2021 ● April 14, 2021 ● May 19, 24, 2021 ● June 16, 2021 ● July 14, 2021 ● August 18, 2021 	

	<ul style="list-style-type: none"> September 6, 2021 	
Complete pre- and post surveys	3-5 hours per survey (some research may be required)	
Station Deep Dive with NFCB staff	Approximately 1.5 days, May - September 2021 Station participates in planning and coordinating activities.	
Two reports to NFCB, report 2 also includes a Stipend Tracking Log	Approximately 2-3 hours per report. Deadlines: <ul style="list-style-type: none"> April 2nd, 2021 November 12, 2021 	
Draft a comprehensive action plan for your station's project	Variable, depending on the scope of the project; Work begins at January 2020 convening and concludes on June 5, 2021	
Implement your comprehensive action plan	Variable, depending on the scope of the project	
Participate in a group call with evaluation consultant	Approximately 1.5 hours <ul style="list-style-type: none"> Week of June 21, 2021 	
Participate in individual station calls with project manager, NFCB staff and trainers	Approximately 1 hour per call; September 2020 through November 2021	

We have reviewed the Participant Agreement and are committed to completing each of the above responsibilities as part of The Community Counts Initiative.

Participant 1

Participant 2

Signature: _____ Signature: _____

Name: _____ Name: _____

Date: _____ Date: _____

Please sign, scan and email this form to: gretchen@nfc.org no later than Monday, Oct. 30, 2020.
Mail participation fee to: NFCB, PO Box 806, Paonia, CO 81428